

D: PRICEVAL
14-Mar-91

PRICE VALUE CATEGORY ESTIMATES BY MANUFACTURER

	1988 ACTUAL	1989 ACTUAL	1990 ACTUAL	3/13/91 1991 ESTIMATE	W price 91 increase
P.M.					
*P.M. NEW (BUCKS)	0.00	0.00	0.23	0.42	✓
CAMBRIDGE	1.75	2.27	2.49	2.87	✓
ALPINE	0.08	0.62	0.62	0.81	✓
*BRISTOL	0.00	0.04	0.87	1.72	1.57
PLAYERS	0.24	0.18	0.12	0.10	✓
PM (FVB)	0.26	0.32	0.66	1.52	1.89
TOTAL PM	2.32	3.43	4.99	7.24	6.96
PM SHARE OF PV	20.8	23.0	25.9	28.2	
RJR					
DORAL	3.35	3.60	4.31	4.65	✓
MAGNA	0.12	0.52	0.40	0.40	✓
CENTURY	0.67	0.55	0.45	0.40	✓
RJR BLK&WH	0.03	0.08	0.60	1.23	1.13
*STERLING	0.00	0.00	0.16	0.29	✓
*REPOSITION OR NEW (NET) RJR			0.00	0.00	
TOTAL RJR	4.17	4.75	5.92	6.97	6.87
RJR SHARE OF PV	37.5	31.9	30.8	27.2	
BROWN & WILLIAMSON					
RICHLAND 20's	0.54	0.81	0.54	0.54	
FALCON	0.08	0.01	0.00	0.00	
VICEROY	0.00	1.29	1.19	1.25	
*BELAIR (OR OTHER NEW ENTRY)	-	0.04	0.27	0.32	
*NEW (B&W) RALEIGH EXTRA	0.00	0.00	0.57	1.17	1.07
RICHLAND 25's	0.29	0.16	0.12	0.10	
B&W BLK&WH	1.35	1.14	1.26	1.53	1.41
*REPOSITION OR NEW (NET) B&W			0.00	0.00	
TOTAL B & W	2.26	3.45	3.95	4.91	4.69
B & W SHARE OF PV	20.3	23.2	20.5	19.1	
AMERICAN					
AMERICAN LIGHTS	0.12	0.24	0.24	0.25	✓
*AMERICAN FULL FLAVOR	-	0.14	0.13	0.15	✓
*MONTCLAIR	0.00	0.04	0.68	1.30	1.19
MALIBU	0.55	0.67	0.49	0.40	✓
*LUCKY STRIKE	0.00	0.00	0.21	0.20	✓
*NEW (AMER) MISTY SLIMS	0.00	0.00	0.10	0.40	0.37
*NEW (AMER) BULL DURHAM	0.00	0.00	0.00	0.80	0.74
*REPOSITION OR NEW (NET) AMER	0.00	0.00	0.00	0.00	
TOTAL AMERICAN	0.67	1.09	1.85	3.50	3.30
AMERICAN SHARE OF PV	6.0	7.3	9.6	13.7	
LIGGETT					
*PYRAMID	-	0.86	1.28	1.40	1.30
*CHESTERFIELD LTS	0.02	0.03	0.01	0.02	✓
*SAVVY	0.03	0.03	0.00	0.00	✓
LIGG BLK&WH	1.64	1.22	1.09	1.38	1.28
L & M 30'S	0.02	0.02	0.03	0.02	✓
*REPOSITION OR NEW (NET) LIGG				0	
TOTAL LIGGETT	1.71	2.16	2.41	2.82	2.62
LIGGETT SHARE OF PV	15.4	14.5	12.5	11.0	
LORILLARD					
*REPOSITION OR NEW (NET) LOR			0.00	0.00	✓
*NEW LORILLARD HERITAGE	0.00	0.00	0.12	0.20	
TOTAL LORILLARD	0.00	0.00	0.12	0.20	0.20
LORILLARD SHARE OF PV	0.0	0.0	0.6	0.8	
TOTAL PRICE VALUE	11.13	14.90	19.24	25.64	24.64

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